

## A M E N D M E N T

Please AMEND the claims as follows:

1. to 39. (CANCEL)

40. (NEW) A method comprising:

receiving from a device information regarding a total payout amount of electronic scratch-off lottery tickets stored on the device, wherein the total payout amount has not been disclosed to the player;

receiving from a player an indication of an item that the player is interested in winning;

determining a value of the item; and

arranging for the player to receive the item based on whether the total payout amount is within a defined range of the value of the item.

41. (NEW) The method of claim 40, wherein the item comprises at least one of: (i) a product, (ii) a service, (iii) an alternate currency amount, (iv) a reduction in a retail price associated with the item, (v) a reduction of an amount previously owed by the player, (vi) a future game event, and (vii) an increase in an amount of payment to be received by the player.

42. (NEW) The method of claim 40, wherein receiving from a device comprises: receiving from at least one of: (i) a player device, and (ii) a merchant device.

43. (NEW) The method of claim 40, wherein receiving from a device is performed via at least one of: (i) a Web site, (ii) the Internet, (iii) a gaming device, (iv) a personal digital assistant, (v) a kiosk, (vi) an electronic mail message, (vii) postal mail, (viii) a telephone, (ix) an interactive voice response unit, (x) an operator terminal, (xi) a point of sale terminal, and (xii) a shopping cart device.

44. (NEW) The method of claim 40, wherein the indication includes at least one of: (i) an item identifier, (ii) an item category, and (iii) an item feature.

45. (NEW) The method of claim 40, wherein the indication includes at least one of: (i) an item price, (ii) a reduced item price, (iii) a player-defined item price, and (iv) a player-selected item price.

46. (NEW) The method of claim 40, wherein the information regarding a total payout amount includes a probability of the player receiving the item.

47. (NEW) The method of claim 40, wherein the information regarding a total payout amount includes a player identifier.

48. (NEW) The method of claim 40, wherein the information regarding a total payout amount includes a game event identifier.

49. (NEW) The method of claim 40, wherein the information regarding a total payout amount includes a pre-stored outcome.

50. (NEW) The method of claim 40, further comprising:  
displaying a list of available items to the player and  
wherein receiving the indication of the item includes receiving a selection from the list of available items.

51. (NEW) The method of claim 40, further comprising:  
in response to the received indication, offering to provide a substitute item to the player,  
and  
wherein arranging includes arranging for the player to receive the substitute item based on whether the total payout amount is within a defined range of the value of the substitute item.

52. (NEW) The method of claim 40, wherein receiving the indication of the item includes receiving an indication that the player is interested in purchasing the item.

53. (NEW) The method of claim 40, further comprising:  
charging the player a fee to play the electronic scratch-off lottery tickets to win the indicated item.

54. (NEW) The method of claim 40, wherein the electronic scratch-off lottery tickets are associated with a lottery provider, and  
wherein arranging for the player to receive the item includes arranging for the player to receive the item from a retail store where the item is offered for sale.

55. (NEW) The method of claim 40, wherein a seller arranges for the item to be provided to the player in exchange for payment of an amount based on a difference between the total payout amount and the value of the item.

56. (NEW) The method of claim 40, wherein the indication of the item comprises at least one of: (i) a retail price, (ii) an item cost, (iii) a minimum acceptable price, (iv) a minimum acceptable profit, (v) a discount amount, (vi) a product conveyance rule, (vii) revenue management information, (viii) supply information, and (ix) demand information.

57. (NEW) The method of claim 40, wherein arranging for the player to receive the item is further based on at least one of: (i) information associated with the player, (ii) information associated with a merchant, (iii) information associated with a lottery provider, and (iv) information associated with a seller.

58. (NEW) The method of claim 40, wherein arranging for the player to receive the item further includes:

transmitting a transaction request, including the total payout amount, to a merchant device; and  
receiving a transaction response from the merchant device,  
wherein arranging for the player to receive the item is further based on the transaction response.

59. (NEW) The method of claim 40, wherein arranging for the player to receive the item further comprises:

converting the total payout amount to an alternate currency associated with a merchant.

60. (NEW) The method of claim 40, wherein arranging for the player to receive the item further comprises:

based on the indication of the item, adjusting information associated with a game event in accordance with at least one of: (i) a predetermined formula, (ii) a predetermined rule, and (iii) a conversion table.

61. (NEW) The method of claim 40, wherein arranging for the player to receive the item comprises:

transmitting information enabling the item to be delivered to the player.

62. (NEW) The method of claim 40, wherein arranging for the player to receive the item comprises:

transmitting information enabling the player to take possession of the item.

63. (NEW) The method of claim 1, wherein at least one of (i) the information regarding the total payout amount, and (ii) a outcome associated with a game event are not displayed to the player.

64. (NEW) The method of claim 1, further comprising:

determining at least one of: (i) an event wager amount, (ii) a number of game events, and (iii) a probability that the item will be provided to the player.

65. (NEW) The method of claim 1, further comprising:

displaying to the player at least one of: (i) a required wager amount, (ii) a required number of game events, (iii) a suggested wager amount, (iv) a suggested number of game events, and (v) a probability that the item will be provided to the player.

66. (NEW) The method of claim 40, wherein the item is provided to the player by a merchant, and further comprising:

arranging for the merchant to receive payment in exchange for providing the item to the player.

67. (NEW) The method of claim 40, further comprising:

determining an excess payout amount; and

arranging for the excess payout amount to be provided to at least one of: (i) a lottery provider, (ii) a merchant that provided the item to the player, (iii) a seller that sold the item to the player, and (iv) the player.

68. (NEW) The method of claim 40, wherein information associated with the item is incorporated into play of a game associated with the total payout amount.

69. (NEW) An apparatus comprising:

means for receiving from a device information regarding a total payout amount of electronic scratch-off lottery tickets stored on the device, wherein the total payout amount has not been disclosed to the player;

means for receiving from a player an indication of an item that the player is interested in winning;

means for determining a value of the item; and

means for arranging for the player to receive the item based on whether the total payout amount is within a defined range of the value of the item.

70. (NEW) An apparatus, comprising:

a processor; and

a storage device in communication with said processor and storing instructions adapted to be executed by said processor to:

receive from a device information regarding a total payout amount of electronic scratch-off lottery tickets stored on the device, wherein the total payout amount has not been disclosed to the player;

receive from a player an indication of an item that the player is interested in winning;

determine a value of the item; and

arrange for the player to receive the item based on whether the total payout amount is within a defined range of the value of the item.

71. (NEW) The apparatus of claim 70, wherein the storage device further stores at least one of: (i) an player outcome database, (ii) an inventory database, (iii) a product request database, (iv) a product conveyance database, (v) a redemption database, and (vi) a provider outcome database.

72. (NEW) The apparatus of claim 70, further comprising:

a communication device coupled to the processor and adapted to communicate with at least one of: (i) a player device, (ii) a lottery device, (iii) a merchant device, (iv) a controller, (v) a subsidy provider device, (vi) a seller device, and (vii) a payment device.

73. (NEW) A medium storing instructions adapted to be executed by a processor to perform a method comprising:

receive from a device information regarding a payout amount of an electronic lottery ticket stored on the device, wherein the payout amount has not been disclosed to the player;  
receive from a player an indication of an item that the player is interested in winning;  
determine a price of the item; and  
arrange for the player to receive the item based on whether the price of the item is less than or equal to the payout amount.

74. (NEW) A computer-implemented method comprising:  
receiving from a player device information regarding an outcome of a lottery ticket stored on the player device, wherein the outcome includes a payout amount that has not been disclosed to the player;  
receiving from a player an indication of an item that the player is interested in winning;  
determining a price of the item; and  
arranging for the player to receive the item based on the outcome and if the price of the item is less than or equal to the payout amount.

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